

## REGION 6 MEANS BUSINESS SCHEDULED EVENTS

### April–June 2004

#### **April 21–23, 2004: *Branding – The Critical Element to Outreach Strategies***

**Format:** Online Symposium and Conference Call

**Description:** Celina Shands, CEO of Full Capacity Marketing, will be our featured presenter for the week on the topic of branding. Branding isn't a four-letter word; there is a distinct place for it in the world of workforce development. Is it the same as outreach and marketing? Isn't branding something exclusively for the private sector? Can state and local brands co-exist? And, if so, how? What's the best approach in building a brand? How much money does it cost? Where do we start? This online symposium answers these questions and breaks down the misconceptions about branding with clear instruction on what it is, why it's important, how to get one and how to measure to see if it's actually working.

**Enrollment:** E-mail Diane Walton at [walton.diane@dol.gov](mailto:walton.diane@dol.gov) and provide the following information: name, title, organization name, e-mail address and phone number.

#### **April 28–29, 2004: *Marketing to Employers – Building the Value in Your Business***

**Format:** 1½ day in-person training session at the Region 6 office located at 71 Stevenson Street, Room 1010 in San Francisco, California.

**Description:** Celina Shands, CEO of Full Capacity Marketing, will lead a dynamic workshop on marketing to employers. Developing marketing programs for employers requires a clearly defined strategy among board members and staff to build value in the One-Stops, support operational goals and drive business customers to try services. This interactive, visual presentation demonstrates how to create an internal marketing program that segments businesses, appropriately builds brand awareness and creates value among the business community. Along with learning a cost-effective process to integrate marketing as part of the board, participants will examine how labor market information can be repackaged for businesses and used as a powerful positioning and PR tool for the board. (*See agenda for more information.*)

**Enrollment:** Limited. E-mail Diane Walton at [walton.diane@dol.gov](mailto:walton.diane@dol.gov) and provide the following information: name, title, organization name, e-mail address and phone number.

**May 19–21, 2004: *Cause-Related Marketing***

**Format:** Online Symposium and Conference Call

**Description:** Celina Shands, CEO of Full Capacity Marketing, will be our featured speaker on the topic of cause-related marketing. How can outreach to employers be effective when budgets continue to shrink? Beef up your budget by learning how to develop strategic alliances that can lend both money and credibility to your outreach efforts. Cause-related marketing has been used by for-profit companies for years as a key positioning tactic. Learn how to use this same strategy in the world of workforce development to garner substantial ROI on your outreach efforts.

**Enrollment:** E-mail Diane Walton at [walton.diane@dol.gov](mailto:walton.diane@dol.gov) and provide the following information: name, title, organization name, e-mail address and phone number.

**June 16–18, 2004: *Funding Business Services***

**Format:** Online Symposium and Conference Call

**Description:** We will examine different methods and strategies to fund business services activities. A variety of topics, including fee-for-service will be discussed.

**Enrollment:** E-mail Diane Walton at [walton.diane@dol.gov](mailto:walton.diane@dol.gov) and provide the following information: name, title, organization name, e-mail address and phone number.